

**DEFINE KEY  
PURPOSE  
INDICATORS**

# INTRODUCTION

A purpose statement will not make any difference if it is not clearly translated and operationalized, so that everyone have a chance to contribute.

One of the biggest pitfalls in purpose-driven business is the lack of clarity in what does the purpose actually mean and how should we act on it?

In the tool you'll see what elements to include when moving from purpose statement – to Key Purpose Indicators – which are serious proof-points telling you that you are on the right track.

## STEP 1

- It all begins with an authentic and effective purpose.
- Make sure that your purpose can pass the test of what makes a great purpose, and you can use our *"What makes a great purpose"* tool to do just that.

## STEP 2

- Include a broad representation of purpose from the organisation to give their perspectives on what Key Purpose Indicators you could and should have.
- It is very important that as many people as possible provide their translation ideas to the team that are responsible for the final draft.

## STEP 3

- Have a dedicated team of people with the responsibility of making the Key Purpose Indicators, and make sure that the people in this team are diverse in the way they think and work. They report to the board and senior leadership team.
- Test out drafted versions on the Key Purpose Indicators in every business area, making sure that everyone can see how they can contribute to the purpose and act on it – in everything they do.

# DEFINE KEY PURPOSE INDICATORS

## PURPOSE STATEMENT

A unique combination of your company contribution leading to a specific and highly relevant impact.

### KEY PURPOSE INDICATOR

- Describe the Key Purpose Indicator and how it is specifically linked to the purpose.

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### VALUE

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# MAKING BUSINESS USEFUL